

Bike Education and Encouragement Meeting

Post meeting notes

9/1/2011

Next meeting: September 27th 11:30-12:30pm

Location: Mrs. Potter's Coffee Lounge & Cafe* 718 West Main Street * Louisville * KY * 40202

During this meeting we will finalize our Bike to Work Day Efforts and determine how we are going to evaluate for the spring BTWD.

We will also provide a brief update regarding the Paula Nye funded sharing the road video we hope to have playing at all the KY traffic schools. Our fall Bike Sense classes will have started so we can share about recent progress.



Attended:

1. Katie McBride
2. Kate Holwerk
3. Emily Foerster
4. Kirby Coleman
5. Jasmine Weatherby
6. Kirk Kandle
7. Andrea Plummer
8. Nina Walfoort
9. Rolf Eisinger
10. Alexander

Lots of great bike related programs and topics were talked about during today's meeting. Thanks for those who attended and shared thought and ideas.

Top Topics:

1. Bike in Movie Theater- Maybe this October there will be a bike in movie with a double feature and food trucks. These Bike in Movie Theaters would be at a number of locations throughout the city.
2. October 22nd is our West Market promotion event for new bike lanes and sharrows! Nina, can you please send out a flyer regarding the place and time for this event?
3. How do we increase use of the Loop Bus? We talked about a custom ride. Please email Nina about other ideas: Walfoort@hotmail.com
4. Less police at public bike rides so people learn about the rules of the road

Fall Bike to Work Day

Recently Accomplished:

1. Commuter challenge is going to be greenlightride.com – Thanks David
2. New Bike to Work Day Logo for media- Please see attachment

Next Tasks:

1. How to promote our event-
 - Social Media- Emily, please send us tips on this, Thanks!
 - Public Radio – We are checking on the cost for
 - Posters / business cards- Who can help distribute posters?
 - Kirk's lunch and learns- Going well!
 - Invite more vendors to the lunch celebration and have them help promote BTWD
 - Please send me a list of vendors and contacts if you have them
 - (TARC, AAA, Bike shops, District 5, Health Dept Who else?)
 - Corporate Challenge – Kirk said he would take this on!
 - LG&E
 - TARC
 - Humana
 - Louisville Metro Government
 - Louisville Fair Grounds
2. Registration page- Scott can update and publish by September 9th
3. Funding Source? We have \$1,000 thanks to the Health Dept!
4. Meet and rides ride locations-
 - I will call Heine Brothers to see if they are interested
 - 4th street live, Seneca, Iroquois, Shawnee, Indiana
 - Captains- need to ask people to be ride captains
 - Set up volunteers- need to ask people to be set up volunteers
5. Giveaways? I have some stuff left over from the spring
 - a. YMCA 1 month membership- Kirby can you check on this
 - b. Mag Photo Booth- Kirby can you check on this
 - c. Bike Shops- products
 - d. Bike for the give away

Other topics:

1. How to continue the momentum- maybe we start to promote during the Hike Bike and Paddle event with Friday casual rides starting September 9 and the 16.
 - Casual meet and rides
2. Topics we need to bring to light when we promote biking to work:
 - We should continue to promote an easy way to give yourself a raise is by riding your bike
 - Also we need to talk about safety and how for first time riders can pair up with an expert to help them ride to work
 - How do you look professional once you get to work after biking to work